

ADVERTISING AGENCIES

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The business press — The new deal. May p 73.

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The ARF/ABP study — The research proved advertising works. Now comes the task of getting people to notice. May p 79.

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Publishing's new tie-in — *Nation's Business* offers space advertisers time on its cable tv show. May p 92 (SR).

Buyer back-talk — A nationwide survey of business-to-business agency experts provides their views on the good, the bad and the trends in b-to-b. May p 95.

The evolving trade media plan — To fill the gaps in b-to-b's research, go ahead and create your own. (Bruce — ATSI) May p 128, Retort — July p 14 (LET).

Trading up: Media costs — The pressures are on publishers to cover substantial cost increases without undercutting their advertising bases. August p 77.

Yellow pages: A key to the maze — Ketchum Yellow Pages shares its sophisticated yellow-page planning tool. July p 148; Sept. p 22 (LET).

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A match made in erosion — Turner and Tribune combine cable and indies to cover the audience missed on network, while MTV Networks fields a similar buy for Nickelodeon's dual-outlet fare. May p 78

The cable report card — A look at how major cable companies fared in 1987. April p 80. Cable-Table correction on penetration. May p 4 (LET)

Los Angeles pool talk — In Los Angeles, cable players unite to bring in subscribers. June p 28 (FF)

The Cable Ad Scorecard — Our guide to the top 20 agencies in cable, by billings. April p 85, Retort — July 14 (LET).

Cable and the buying services — Media-buying services and cable. Aug. p 26

Boom time: cable costs — This was their year, and sellers were out to make the most of it. August p 57.

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People meters and cable — The cable industry, for the first time, has comparable numbers for itself and broadcast. Dec. p 38

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A look back at our 1986 marketing successes — Most fared well in a tough year. March p 152.

Cynicism and creativity — A warning to advertisers to take America's new cynicism into account when creating ads — Donald L. Kanter. April p 152.

A mature perspective — It is argued that marketers are failing to appreciate the complexity of the elderly — George P. Mochis. May p 168.

Globally speaking — It is ironic that, as global marketing becomes a reality, marketing education is failing to teach its language — literally John Graham. June p 160.

Ethics: A pragmatic view — Guidelines for the ethical performance of marketing and advertising professionals are needed to restore credibility to the business — Allan V. Palmer. July p 160.

Media selection on a PC — Media selection can now effectively be done by using readily available PC-based models — William Danko. Aug. p 144

Strategy or execution? — The strategy versus execution debate is yielding some new answers — Robert Kopp. Sept. p 144

How about a real expert on the FTC? — Isn't it about time we had some practicing businesspeople on the Federal Trade Commission? — Ralph D. Davis. Oct. p 160.

Those other hidden persuaders — Factors to consider when trying to determine how advertising works — Peter Wright. Nov. p 132.

The Media All Stars — How it was done — These comments give you an idea of how we narrowed the list. Dec. p 184.

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Taking control — Can a magazine cut circulation costs, improve demographics and still show growth? Some publishers are trying by adding controlled circulation.(SB) — Feb. p 40.

Home's new wings — The shelter magazines are busy building new identities as home becomes a way of life for aging baby boomers. April p 47.

Do-it-yourself publishing — Despite high cost and little research on their impact, many major marketers feel that custom made magazines are worth the investment. June p 39, Aug. p 8 (LET).

Racking 'em up — Dr. Samir Hunsli's guide to new magazines is out in its third edition with a record total of entries. July p 22.

Making ends meet: Media costs — Advertisers and readers will both pay higher prices for magazines in the next year to help offset some basic cost increases. Aug. p 67.

Required reading — Despite the departure of three national efforts from the college media scene, many advertisers still recognize the potential of this market. Sept. p 55, Nov. p 10 (LET).

Big Brands, Small Books — A trendy group of advertisers is finding that small-circulation magazines aimed at the urban hip can give a big boost to a traditional media plan. Oct. p 54.

Adding to the vocabulary — A guide to existing research options, medium by medium with examples of how they are hooking up with marketing and research firms. Oct. p 70.

Recipes for growth — In a publishing field glutted with options, non-food advertising has become crucial for food-magazine growth. Nov. p 48, Dec. p 17 (PB).

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Michael Gross — A special interest in audits of special-interest publications — While audits of special interest publications make sense, they could cost more than was bargained for. March p 118.

Debbie Solomon — Perception and communication — tips for sellers to get their message across. April p 96.

Geri Donnelley — The language of negotiation — Print buyers should be skilled in negotiation as the medium opens up. May p 120.

Ron Lawrence — The valued Reader — The price readers pay to get a new magazine puts a new spin on assessing its value to advertisers. There's a formula to aid the cause. June p 106, Oct. p 10 (LET), Nov. p 10 (LET).

David Lehmkuhl — Playing by the rules — Why are we strict in our criteria for judging mainstream magazines, but readily dismiss the rules when looking at new-wave products. Aug. p 116.

Richard Bonds — From all angles — Effective print planners must overcome buying complexities with a thorough understanding of the magazine process and the options available. Sept. p 96.

Karen Ritchie — Taking a page from tv — Lintas: USA has a plan to broadcast negotiating techniques to print without sacrificing quality. Oct. p 97.

Garfield Ricketts — The ABC's of ABC statements — Audit Bureau of Circulations' statements offer numerous ways to assess a title's health. Nov. p 84.

Richard Bonds — The share specialist — The new facts of negotiating space call for a new sophistication. Dec. p 126.

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Planograms: friend or foe — Major marketers, recently the hostages of powerful retailers, are regaining a bit of leverage through shelf-management systems — planograms. May p 48.

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sr. vp/brdct. & prgm.
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dir. mktg. svcs.
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media dir.
group president
pres. cookware div.
sr. vp, marketing
vp, mktg. & sales
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sr. vp/dir., media
president
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Walt Disney
Fallon McEligott
Ogilvy & Mather
Seagram Beverage Co.
Black and Decker
MasterCard International
Wells Rich Greene
BJK&E Direct
FCV Comm's/Public TV Reps
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Michael Gross — Some thoughts on flipping — If you want your spots to be seen, you had better find a way to deal with remote control. Oct. p 94.

Barbara Levenson — Media clout: Most often a myth — Consolidated clout may be a hot topic, but the cold facts say it doesn't always work. Nov. p 84.

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